

HOME SELLER GUIDE



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NEW MEXICO REAL ESTATE

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SELLER HOMEWORK

SELLER'S CHECKLIST

We've designed this packet in an effort to respect your time and make our initial consultation as effective as possible. Please take a moment to review and complete.

Have the following items ready at your consultation:

- A copy of your SURVEY, if available.
- Two copies of your front door KEY. If there are doors that are keyed separately that a buyer will want opened (e.g., storage shed) please include copies of those keys as well.
- A copy of your FLOOR PLAN, if available.
- A completed copy of your SELLER'S DISCLOSURE NOTICE, if applicable. This form is included in your packet.
- Alarm instructions, if necessary: _____

Complete the following documents available in this packet:

- EXCITEMENT list
- ROOM-BY-ROOM Marketing form
- NEIGHBORHOOD HOT SPOTS list
- UTILITY information data and provider list
- For condominiums, please complete the CONDO Information form

Review Showing Instructions

SELLER HOMEWORK

EXCITEMENT LIST

On the following page you will have an opportunity to tell us, room by room, what makes your home special. In addition, we've provided the following questions that will help us design the most powerful marketing campaign possible:

1. What is your favorite feature of your home?

2. What is the best thing about the location of your home?

3. Tell me about any upgrades or updates you have done.

SELLER HOMEWORK

ROOM-BY-ROOM MARKETING

Description:

Floor Plan:

- ☐
 - ☐
 - ☐
 - ☐
- Kitchen:
- ☐
 - ☐
 - ☐
 - ☐
- Living Room:
- ☐
 - ☐
 - ☐
 - ☐
- Master Bedroom Suite:
- ☐
 - ☐
 - ☐
 - ☐

Outside Features:

- ☐
- ☐
- ☐
- ☐

Special Features:

- ☐
- ☐
- ☐
- ☐

Schools:

- ☐
- ☐
- ☐
- ☐

SELLER HOMEWORK

ROOM-BY-ROOM MARKETING EXAMPLE

Description:

Stunning Contemporary Southwestern home with traditional touches and modern flair. Kitchen features custom cabinets and light fixtures, granite countertops, island with prep sink and built-in wine refrigerator. Hardwood floors throughout downstairs living areas. Master bedroom with luxury spa bath on first floor, 3 additional bedrooms upstairs. Gorgeous, easy maintenance landscaping and outdoor kitchen make entertaining under the stars fun and hassle free.

Floor Plan:

- 4 Bedrooms
- 3.5 Baths
- 3 Car Garage
- Bonus Loft

Kitchen:

- Granite Countertops
- Custom Cabinets
- Custom Lighting
- Island

Living Room:

- Panoramic Mountain Views
- Gas Kiva Fireplace
- Hardwood Floors

Master Bedroom Suite:

- Sitting Area with Fireplace
- Jetted Garden Tub
- Luxury Shower
- Walk-In Closet

Outside Features:

- Outdoor Kitchen
- Fireplace
- Fully Xeriscaped
- Water Feature

Special Features:

- Alarm System
- Finished Garage
- Extra Storage

Schools:

- Eubank Elementary
- Madison Middle School
- Eldorado High School

SELLER HOMEWORK

NEIGHBORHOOD HOT SPOTS

List your top 5 neighborhood hot spots (i.e. coffee shops, parks, etc.) and tell why you love them:

1.

2.

3.

4.

5.

SELLER HOMEWORK

UTILITY INFORMATION

1. Electric Provider: _____ Phone: _____

Average Cost per Month: _____

High: _____

Low: _____

2. Gas Provider: _____ Phone: _____

Phone: _____

Average Cost per Month: _____

High: _____

Low: _____

3. Solid Waste Provider: _____ Phone: _____

Average Cost per Month: _____

High: _____

Low: _____

4. Water Provider: _____ Phone: _____

5. Cable Provider: _____ Phone: _____

SELLER HOMEWORK

HOMEOWNER'S ASSOCIATION INFO

Homeowner's Association: _____

Contact Name: _____ Phone: _____

Fees: \$ _____ Annual _____ Monthly _____ Mandatory _____ Voluntary

The HOA Fee Covers:

Community Amenities (Check all that apply, add additional information as needed):

- ☐ Pool (located: _____)
- ☐ Hot Tub
- ☐ Fitness Center
- ☐ Clubhouse (with Kitchen)
- ☐ Movie Room
- ☐ Picnic Area
- ☐ Playscape
- ☐ Community Laundry Facility
- ☐ Sports Courts (list: _____)
- ☐ Gated (if yes, gate code: _____)
- ☐ Additional Amenities: _____

Describe the Community (i.e., quite, dog-friendly, etc.)

Describe the Parking Situation. If spaces are reserved, what are your numbers?

SELLER HOMEWORK

SHOWING INSTRUCTIONS

The following instructions are provided to help you make the most of marketing your home:

- Keep all lights on.
- Place vanilla scented oil plug-ins throughout the home.
- Keep all blinds and window treatments open.
- Leave during a showing so the potential buyer can experience "their" home.
- Kitchen and baths must be spotless at all times.
- Home needs to show like a model home during showings (slide "stuff" under beds if necessary).
- Keep lawn mowed and hedges trimmed.
- Plant seasonal flowers.
- Keep front door area clean and welcoming.

SELLER HOMEWORK

15 SHOWINGS OR 21 DAYS

In this market, and knowing what we know about real estate, we like to implement a policy that will help sell your home faster.

If after 15 showings or 21 days we don't have an offer, our experience shows it usually indicates the price is too high.

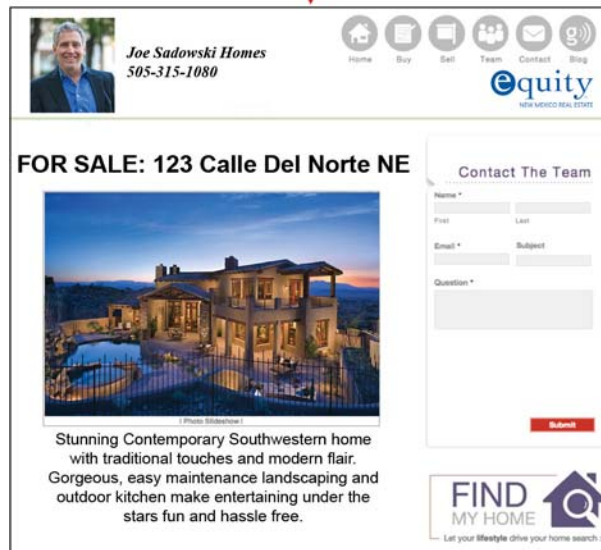
At that time, we like to do an analysis of the price of your home, and it is probable we will recommend your home be reduced in price.

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NEW MEXICO REAL ESTATE

PRE-LAUNCH CAMPAIGN

DIGITAL MARKETING FOR YOUR HOME



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MARKETING CAMPAIGN

DIGITAL MARKETING FOR YOUR HOME



Southwest Multiple Listing Service, Inc.

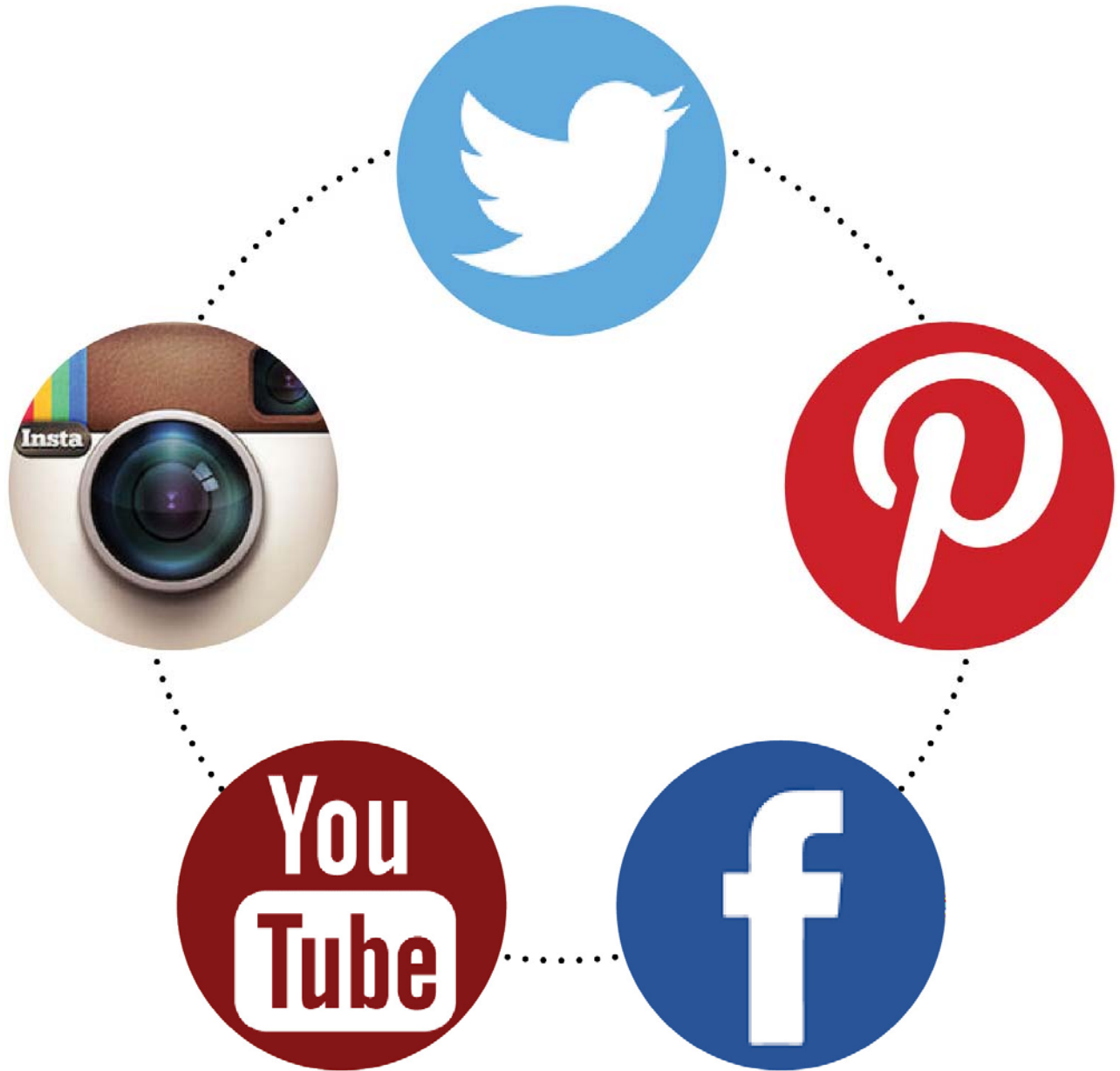


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SOCIAL MEDIA

DIGITAL MARKETING FOR YOUR HOME



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